

CLAIM AMENDMENTS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:

broadcasting content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, to one or more clients;
receiving feedback from said one or more clients regarding the content descriptors, the feedback being an indication from said one or more clients of the relative desirability of the available content described by the content descriptors;
refining a list of available content in response to the feedback to create the future broadcast schedule; and
broadcasting content listed in the refined list of available content, according to the future broadcast schedule, to said one or more clients.

2. (Original) The method of claim 1 further comprising repeating operations of broadcasting further descriptive content, which further describe the available content listed in the refined list of available content, and receiving corresponding additional feedback to further refine the list of available content in response to the additional feedback.

3. (Original) The method of claim 2 wherein the further descriptive content is more descriptive of the available content than previously broadcast descriptive content.

4. (Currently Amended) A method, comprising:

broadcasting content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, to a plurality of clients;

receiving first feedback from the plurality of clients regarding the content descriptors, the first feedback being an indication from the plurality of clients of the relative desirability of the available content described by the content descriptors;

sorting the available content in response to the first feedback from the plurality of clients;

broadcasting further descriptive content related to at least a first portion of the available content as sorted to the plurality of clients;

receiving next feedback from the plurality of clients regarding the further descriptive content;

sorting the available content in response to the next feedback from the plurality of clients to create the future broadcast schedule; and

broadcasting at least a second portion of the available content to the plurality of clients in an order responsive to the next feedback from the plurality of clients according to the future broadcast schedule.

5. (Original) The method of claim 4 further comprising repeating:

broadcasting further descriptive content related to a narrower portion of the available content as sorted to the plurality of clients;

receiving next feedback from the plurality of clients regarding the further descriptive content.

6. (Original) The method of claim 4 wherein the further descriptive content less expensive to broadcast to the clients than the available content.

7. (Original) The method of claim 4 wherein the sorting of the available content in response to the next feedback comprises assigning a higher weight to the next feedback than the first feedback.

8. (Original) The method of claim 7 wherein the broadcasting of said at least a second portion of the available content in an order further responsive to the first feedback from the plurality of clients.

9. (Original) The method of claim 4 wherein the further descriptive content is included in the available content such that the broadcasting of the further descriptive content comprises broadcasting partial available content to the plurality of clients.

10. (Original) The method of claim 9 further comprising keeping track of the further descriptive content broadcast to the plurality of clients, wherein the broadcast of said at least a second portion of the available content comprises broadcasting a portion of a remaining portion of the partial available content to the plurality of clients.

11. (Original) The method of claim 4 wherein the available content comprises at least one of video information, graphical information, audio information, multi-media information or textual information.

12. (Original) The method of claim 11 wherein the further descriptive content comprises at least one of a video clip, a graphical clip, an audio clip, a multi-media clip or a textual description.

13. (Currently Amended) A method, comprising:
receiving content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, from a server;
sending first feedback responsive to the content descriptors to the server, the first feedback being an indication of the relative desirability of the available content described by the content descriptors;

receiving further descriptive content related to a portion of the available content from the server;
sending next feedback responsive to the further descriptive content to the server; and
storing a smaller portion of the available content received from the server.

14. (Original) The method of claim 13 further comprising automatically or manually generating demand data related to the available content responsive to the content descriptors, the first feedback further responsive to the demand data related to the available content.

15. (Original) The method of claim 14 wherein generating the demand data comprises generating ranking data.

16. (Original) The method of claim 14 wherein generating the demand data comprises generating ranking data.

17. (Original) The method of claim 13 further comprising manually generating demand data related to the available content responsive to the further descriptive content, the next feedback further responsive to the demand data related to the further descriptive content.

18. (Original) The method of claim 17 wherein generating the demand data comprises generating ranking data.

19. (Original) The method of claim 17 wherein generating the demand data comprises generating rating data.

20. (Original) The method of claim 13 wherein the available content includes the further descriptive content.

21. (Original) The method of claim 13 further repeating:
receiving further descriptive content related to a narrower portion of the available content from the server;
sending next feedback responsive to the further descriptive content to the server.

22. (Original) The method of claim 13 further comprising storing a portion of the further descriptive content after receiving the further descriptive content from the server.

23. (Original) The method of claim 22 wherein storing the portion of the further descriptive content after receiving the further descriptive content from the server comprises filtering the further descriptive content such that the portion of the further descriptive content related to the available content in which a user is interested is stored.

24. (Original) The method of claim 22 wherein storing the portion of the further descriptive content after receiving the further descriptive content from the server comprises filtering the further descriptive content such that a portion of the further descriptive content related to the available content in which a user is not interested is not stored.

25. (Original) The method of claim 13 wherein the available content comprises at least one of video information, graphical information, audio information, multi-media information or textual information.

26. (Original) The method of claim 25 wherein the further descriptive content comprises at least one of a video clip, a graphical clip, an audio clip, a multi-media clip or a textual description.

27. (Currently Amended) An article of manufacture, comprising:
a machine-readable medium having instructions to:
 receive at a client content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, from a server;
 send from the client first feedback responsive to the content descriptors to the server, the first feedback being an indication from the client of the relative desirability of the available content described by the content descriptors;
 receive at the client further descriptive content related to at least a first portion of available content from the server;
 send from the client next feedback responsive to the further descriptive content to the server; and
 store at the client a second portion of the available content received from the server.

28. (Original) The article of manufacture of claim 27, wherein the first feedback includes demand data related to the content descriptors.

29. (Original) The article of manufacture of claim 28, the machine-readable medium further having instructions to generate ranking data to generate the demand data.

30. (Original) The article of manufacture of claim 28, the machine-readable medium further having instructions to generate rating data to generate the demand data.

31. (Original) The article of manufacture of claim 27, wherein the next feedback includes demand data related to the further descriptive content.

32. (Original) The article of manufacture of claim 31, the machine-readable medium further having instructions to generate ranking data to generate the demand data.

33. (Original) The article of manufacture of claim 31, the machine-readable medium further having instructions to generate rating data to generate the demand data.

34. (Original) The article of manufacture of claim 27, the machine-readable medium further having instructions to filter the further descriptive content such that the next feedback is responsive to the filtered further descriptive content.

35. (Currently Amended) An apparatus, comprising:
a processor having circuitry to execute instructions;
a communications interface coupled to the processor, the communications interface coupled to receive broadcasts from a server;
a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to:
receive content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, from the server;

send first feedback responsive to the content descriptors to the server, the first feedback being an indication from the apparatus of the relative desirability of the available content described by the content descriptors;

receive further descriptive content related to at least a first portion of available content from the server;

send next feedback responsive to the further descriptive content to the server; and

store a second portion of the available content received from the server.

36. (Original) The apparatus of claim 35 wherein the apparatus is caused to generate the first feedback by generating demand data related to the available content in response to the content descriptors.

37. (Original) The apparatus of claim 36 wherein the apparatus is caused to generate ranking data when generating the demand data.

38. (Original) The apparatus of claim 36 wherein the apparatus is caused to generate rating data when generating the demand data.

39. (Original) The apparatus of claim 35 wherein the apparatus is caused to generate the next feedback by generating demand data related to the available content in response to the further descriptive content.

40. (Original) The apparatus of claim 39 wherein the apparatus is caused to generate ranking data when generating the demand data.

41. (Original) The apparatus of claim 39 wherein the apparatus is caused to generate rating data when generating the demand data.

42. (Original) The apparatus of claim 35, wherein the apparatus is further caused to:

filter the received further descriptive content such that a portion of the further descriptive content is stored;

store a filtered portion of the further descriptive content in the storage device, wherein the next feedback is responsive to the filtered portion of the further descriptive content.

43. (Currently Amended) An apparatus, comprising:

a processor having circuitry to execute instructions;

a communications interface coupled to the processor, the communications interface coupled to receive communications from one or more clients;

a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to:

broadcast content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, to said one or more clients;

receive first feedback from said one or more clients regarding the content descriptors; the first feedback being an indication from said one or more clients of the relative desirability of the available content described by the content descriptors;

sort the available content in response to the first feedback to create the future broadcast schedule;

broadcast further descriptive content related to at least a first portion of the available content as sorted to said one or more clients;

receive next feedback from said one or more clients regarding the further descriptive content;

sort the available content in response to the next feedback to create the future broadcast schedule; and

broadcast at least a second portion of the available content to said one or more clients in an order responsive to the next feedback from the plurality of clients according to the future broadcast schedule.

44. (Original) The apparatus of claim 43 wherein the order in which said at least a second portion of the available content is broadcast to said one or more clients is further responsive to the first feedback.

45. (Original) The apparatus of claim 43 wherein the available content includes the further descriptive content.

46. (Original) The apparatus of claim 43 wherein the apparatus is further caused to repeat:

broadcasting further descriptive content related to narrower portions of the available content to said one or more clients;

receive next feedback from said one or more clients regarding the further descriptive content.

47. (Previously Presented) A system, comprising:

a server;

one or more clients coupled to the server;

wherein the server is coupled to broadcast content descriptors, which describe available content being considered for inclusion in a future broadcast schedule, to the one or more clients;

wherein the one or more clients are coupled to receive the content descriptors broadcast by the server;

wherein the server is coupled to receive first feedback from said one or more clients regarding the content descriptors, the first feedback being an indication from said one or more clients of the relative desirability of the available content described by the content descriptors;

wherein the server is coupled to sort a list of available content in response to the first feedback;

wherein the server is coupled to broadcast further descriptive content, which further describe the available content listed in the list of available content, to said one or more clients;

wherein the server is coupled to receive additional feedback from said one or more clients regarding the further descriptive content;

wherein the server is coupled to refine the list of available content in response to the additional feedback to create the future broadcast schedule; and

wherein the server is coupled to broadcast the available content listed in the refined list of available content to said one or more clients according to the future broadcast schedule.

48. (Original) The system of claim 47 wherein the server is further coupled to repeat the broadcast of further descriptive content and receive corresponding additional feedback from the one or more clients to further refine the list of available content.

49. (Original) The system of claim 48 wherein the further descriptive content is more descriptive of the available content than previously broadcast descriptive content.